

Station WVBT-TV NORFOLK, VA.	Agency () CROSSROADS MEDIA	Rep Firm
Advertiser () CROSSROADS GPS	66 CANAL CENTER PLAZA, SUITE 555	Sales Office () PHILADELPHIA
Product Crossroads GPS	ALEXANDRIA, VA 22314	Salesperson () ANJIE BRADY
Estimate# 984	Agency C/P1/P2/E 12/11/984	
Buyer Stephanie Maroney	Flight Dates 09/14/2012 - 09/23/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 39,800
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	10A-11A	FOX NEWS SUNDAY	:30	\$100.00	09/16-09/16	1	1	1	\$100.00	
	2	SU	10A-11A	FOX NEWS SUNDAY	:30	\$100.00	09/23-09/23	1	1	1	\$100.00	
	3	W	8P-10P	THE X FACTOR (SEASON PREMIER 9/12/	:30	\$2,500.00	09/19-09/19	1	1	1	\$2,500.00	
	4	TH	8P-9P	THE X FACTOR (TP PREMIER 9/13/12)	:30	\$2,500.00	09/20-09/20	1	1	1	\$2,500.00	
	5	F	10P-1045P	FOX 43 NEWS @ 10PM	:30	\$1,200.00	09/14-09/14	1	1	1	\$1,200.00	
	6	M	10P-1045P	FOX 43 NEWS @ 10PM	:30	\$1,200.00	09/17-09/17	1	1	1	\$1,200.00	
	7	TU	10P-1045P	FOX 43 NEWS @ 10PM	:30	\$1,200.00	09/18-09/18	1	1	1	\$1,200.00	
	8	W	10P-1045P	FOX 43 NEWS @ 10PM	:30	\$1,200.00	09/19-09/19	1	1	1	\$1,200.00	
	9	TH	10P-1045P	FOX 43 NEWS @ 10PM	:30	\$1,200.00	09/20-09/20	1	1	1	\$1,200.00	
	10	F	10P-1045P	FOX 43 NEWS @ 10PM	:30	\$1,200.00	09/21-09/21	1	1	1	\$1,200.00	
	11	M	1045P-11P	SPORTSWRAP	:30	\$500.00	09/17-09/17	1	1	1	\$500.00	

EC'd Yes Last Received: 09/13/2012 12:16 PM

Showing Buylines: All Lines

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	12	TU	1045P-11P	SPORTSWRAP	:30	\$500.00	09/18-09/18	1	1	1	\$500.00	
	13	W	1045P-11P	SPORTSWRAP	:30	\$500.00	09/19-09/19	1	1	1	\$500.00	
	14	TH	1045P-11P	SPORTSWRAP	:30	\$500.00	09/20-09/20	1	1	1	\$500.00	
	15	SA	11P-1130P	FOX 43 NEWS SATURDAY @ 10PM	:30	\$1,000.00	09/15-09/15	1	1	1	\$1,000.00	
	16	SA	11P-1130P	FOX 43 NEWS SATURDAY @ 10PM	:30	\$1,000.00	09/22-09/22	1	1	1	\$1,000.00	
	17	SU	10P-1045P	FOX 43 NEWS SUNDAY @ 10PM	:30	\$1,200.00	09/16-09/16	1	1	1	\$1,200.00	
	18	SU	10P-1045P	FOX 43 NEWS SUNDAY @ 10PM	:30	\$1,200.00	09/23-09/23	1	1	1	\$1,200.00	
	19	SU	1045P-11P	SPORTSWRAP SUNDAY	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
	20	SU	1045P-11P	SPORTSWRAP SUNDAY	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	21	SU	1P-7P	NON-REDSKINS FOOTBALL	:30	\$10,000.00	09/16-09/16	1	1	1	\$10,000.00	
	22	SU	1P-7P	NON-REDSKINS FOOTBALL	:30	\$10,000.00	09/23-09/23	1	1	1	\$10,000.00	

---REPORT TOTALS---

Report Totals: 22 / \$39,800.00

---SALES MONTHLY TOTALS---

Sep 12: 22 / \$39,800.00
Sales Totals: 22 / \$39,800.00
Station Totals: 22 / \$39,800.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$361,818

CATV 0%	WAVY 33%	WGNT 1%	WPXV 0%	WTKR 24%
WTVZ 0%	WVBT 11%	WVEC 31%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE